





Order / Rev: 204761  
 Alt Order #: 06849129  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: POL/Majority PAC  
 Product Desc: 10/16-10/22 SENATE MAJORITY PAC  
 Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	10/16/12	10/19/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	- TWTF - -	:30	4	\$300.00	P1	0.00	NM	4	\$1,200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	4		\$300.00		0.00						
E 15	WAVY	10/22/12	10/22/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M- - - - -	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$300.00		0.00						
E 16	WAVY	10/16/12	10/19/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	- TWTF - -	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
530P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$1,500.00		0.00						
E 17	WAVY	10/16/12	10/19/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	- TWTF - -	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	2		\$2,000.00		0.00						
E 18	WAVY	10/22/12	10/22/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	M- - - - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$2,000.00		0.00						
E 19	WAVY	10/21/12	10/21/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	- - - - - S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SUNDAY 6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- - - - - S	1		\$500.00		0.00						
E 20	WAVY	10/22/12	10/22/12	M-F 7-730p M-F 7-730p	CM	7-730p	M- - - - -	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$1,500.00		0.00						
E 21	WAVY	10/20/12	10/20/12	Sa 7-8p Sa 7-8p	CM	7p-8p	- - - - - S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ENTERTAINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- - - - - S-	1		\$300.00		0.00						
E 22	WAVY	10/21/12	10/21/12	NFL Football NFL Football	CM	NFL Football	- - - - - S	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
SUNDAY NIGHT FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- - - - - S	1		\$10,000.00		0.00						
E 23	WAVY	10/16/12	10/19/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	- TWTF - -	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	4		\$500.00		0.00						
E 24	WAVY	10/22/12	10/22/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	M- - - - -	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M- - - - -	1		\$500.00		0.00						
E 25	WAVY	10/16/12	10/19/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF - -	1		\$150.00		0.00						
E 26	WAVY	10/22/12	10/22/12		CM	1237a-136a	M- - - - -	:30	1	\$150.00	P1	0.00	NM	1	\$150.00

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Estimate:

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Late Night/Jimmy Fallon											
				Late Night w/Jimmy Fallon											
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -		1				\$150.00		0.00			
													Totals	38	\$40,700.00